

# ORDER

**Orders**

**Order / Rev:** 169953  
**Alt Order #:** 06391737  
**Product Desc:** NRSC 2012  
**Estimate:**  
**Flight Dates:** 10/24/12 - 10/30/12  
**Original Date / Rev:** 10/23/12 / 10/23/12  
**Order Type:** GENERAL

**WDJT-TV-LP**  
**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency**

**Name:** Strategic Media Services  
**Buying Contact:** Neil Williams  
**Billing Contact:**  
 3299 K Street NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**

**Name:** Issue/NRSC  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	16	\$87,700.00	\$74,545.00
10/29/12	10/30/12	10	\$22,300.00	\$18,955.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$87,700.00	\$74,545.00	0.00
November 2012	10	\$22,300.00	\$18,955.00	0.00
<b>Totals</b>	<b>26</b>	<b>\$110,000.00</b>	<b>\$93,500.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	32%	\$110,000.00
Market	100%	\$343,750.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	23%	\$79,062.50
WITI	28%	\$96,250.00
WMLW-	1%	\$3,437.50
WPXE	0%	\$0.00
WTMJ	16%	\$55,000.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/24/12	10/26/12	Price Is Right 10a-11a	CM	10a - 11a	--WTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
Price is Right 10a-11a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--WTF--			3		\$1,000.00		0.00				
E 2	WDJT	10/29/12	10/30/12	Price Is Right 10a-11a	CM	10a - 11a	MT-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
Price is Right 10a-11a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	10/29/12	10/30/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	MT-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2			\$1,000.00			0.00			
E 3	WDJT	10/24/12	10/26/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	--WTF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3			\$800.00			0.00			
E 4	WDJT	10/29/12	10/30/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	MT-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2			\$800.00			0.00			
E 5	WDJT	10/24/12	10/26/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	--W-F--	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W-F--		2			\$2,500.00			0.00			
E 6	WDJT	10/30/12	10/30/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	-1-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1			\$2,500.00			0.00			
E 7	WDJT	10/25/12	10/25/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	---1---	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---		1			\$2,500.00			0.00			
E 8	WDJT	10/29/12	10/30/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	MT-----	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2			\$2,500.00			0.00			
E 9	WDJT	10/24/12	10/26/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	--WTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3			\$600.00			0.00			
E 10	WDJT	10/29/12	10/30/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	MT-----	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2			\$600.00			0.00			
E 11	WDJT	10/30/12	10/30/12	Tu 8p - 9p NCIS: Los Angeles	CM	Tu 8p - 9p	-1-----	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1			\$10,000.00			0.00			
E 12	WDJT	10/24/12	10/24/12	Wed 8p - 9p Criminal Minds	CM	Wed 8p - 9p	--1----	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1----		1			\$10,000.00			0.00			
E 13	WDJT	10/26/12	10/26/12	Fr 9p - 10p Blue Bloods	CM	9p - 10p	----1--	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1			\$10,000.00			0.00			
E 14	WDJT	10/27/12	10/27/12	Sa 9p - 10p 48 Hours	CM	9p - 10p	-----1-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-		1			\$3,000.00			0.00			
E 15	WDJT	10/28/12	10/28/12	Green Bay Packers Green Bay Packers	SPRT	Various	-----1	:30	1	\$50,000.00	P-1	0.00	NM	1	\$50,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1			\$50,000.00			0.00			
Totals													26	\$110,000.00	